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TELECOPIER TRANSMITTAL FORM

DATE: February 7, 2006
TO: Examiner Daniel Lastra
FIRM: USPTO, Group Art Unit 3622
FAX #: (571) 273-8300
PHONE: (571) 272-6720
FROM: Jon A. Gibbons

**TOTAL NUMBER OF PAGES: 13
(INCLUDING THIS PAGE)**

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MESSAGE:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Reiner KRAFT et al.

Serial No.: 09/757,901

For: *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH
INTEGRATION OF PHYSICAL LOCATION USING GPS*

Enclosed are the following:

Transmittal letter (1 page); and Supplemental Preliminary Amendment (11 pages)

Docket No.: ARC9-2000-0048-US1

110-A00-005

February 7, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of
Reiner KRAFT, et al.
Serial No. 09/757,901
Filed: January 10, 2001

: Atty. Docket No. ARC9-2000-0048-US1
: Group Art Unit: 3622
: Examiner: Daniel Lastra
: Confirmation No. 8326

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For: *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH
INTEGRATION OF PHYSICAL LOCATION USING GPS*

TRANSMITTAL**MAIL STOP AMENDMENT**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SIR:

Transmitted herewith is a supplemental preliminary amendment in the above-identified application, and the following:

[X] No additional filing fee is required.

The fee has been calculated as shown below. *(Small entity fees indicated in parentheses.)*

CLAIMS AS AMENDED						
(1)	(2) Claims Remaining After Amendment	(3)	(4) Highest Number Previously Paid For	(5) Extra Claims	(6) Rate	(7) Fee
Total Claims <i>(Small Entity)</i>	15	-	22	0	50.00 <i>(25.00)</i>	0
Independent claims <i>(Small Entity)</i>	4	-	6	0	200.00 <i>(100.00)</i>	0
Multiple Dependent <i>(Small Entity)</i>	0	-	0	0	360.00 <i>(180.00)</i>	0
Extension of Time Fee <i>(Small Entity)</i>	One Month \$120 <i>(\$60)</i>		Two Months \$450 <i>(\$225)</i>	Three Months \$1020 <i>(\$510)</i>		0
Total						\$0.00

XX The Commissioner is hereby authorized to charge any required fees to Deposit Account No. 09-0441.

Respectfully submitted,

Date:

2/7/05

By:

Jon A. Gibbons
Reg. No. 37,333

Customer No. 23334

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 09/757,901 Confirmation No. : 8326
 Applicant : Reiner Kraft et al.
 Filed : January 10, 2001
 TC/A.U. : 3622
 Examiner : Daniel LASTRA
 Docket No. : ARC9-2000-0048-US1
 Customer No. : 23334
 Title : Personalized Profile Based Advertising System and
 Method with Integration of Physical Location Using GPS

VIA FACSIMILE (571) 273-8300MAIL STOP AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria VA 22313-1450

Attention: Examiner LASTRA

SUPPLEMENTAL PRELIMINARY AMENDMENT

Sir:

This is in response to the Office Action dated January 25, 2006 in which the claims were not compliant under 37 CFR 1.121, which responded to the Applicant's bona fide attempt to reply to a Final Office action on April 6, 2005. This amendment with the following remarks is a substitute and a replacement for the Applicant's Preliminary Amendment filed on April 6, 2005. Please enter and consider the following amendment and remarks prior to an examination on the merits and calculation of any fees:

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CERTIFICATE OF MAILING OR TRANSMISSION

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class envelope addressed to: Commissioner For Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below: On February 7, 2006

Date

Karen Taragowski
Name

Karen Taragowski
Signature

ARC9-2000-0048-US1

-1-